

Needs Analysis of BIPA for Business Interactions between Disabled MSMEs and Foreign Consumers in Denpasar

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The growing business interactions between Disabled Micro, Small, and Medium Enterprises (MSMEs) in Denpasar and foreign consumers necessitate clear and easily understandable communication. However, many disabled MSME actors still face difficulties in speaking English, while the majority of foreign consumers only possess basic Indonesian language proficiency. This situation frequently causes communication barriers during transactions, product explanations, and price negotiations. This research aims to analyze the specific Indonesian Language for Foreign Speakers (BIPA) needs within the context of MSME transactions using a descriptive qualitative approach. Data was collected through direct observation of sales interactions and interviews with disabled MSME actors regarding their experiences serving foreign consumers and the types of communication difficulties that arise. The findings indicate that the most pressing language needs for foreign speakers include: vocabulary related to products, materials, and services; basic transactional expressions; product usage instructions; price negotiation expressions; and socio-pragmatic phrases related to politeness in Indonesian business culture. Furthermore, the MSME actors also emphasized the necessity of vocabulary pertaining to digital payment methods and modern transactions. These findings provide a foundation for developing more applicable and contextual BIPA materials for Business Purposes (BIPA for Business Purposes) tailored to the communication needs of disabled MSMEs in Denpasar. This research is expected to support the effectiveness of cross-cultural business interactions and enhance the quality of services provided by MSMEs to foreign consumers.

Keywords: BIPA, needs analysis, disabled MSMEs, business interaction

BIPA

BIPA in material

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Authors: Mr WIGUNA MAHAYASA, I Made Prasetya (Universitas Telkom Bandung); AGNES INDARWATI, Rila Ayu (Universitas Negeri Malang)

Presenters: Mr WIGUNA MAHAYASA, I Made Prasetya (Universitas Telkom Bandung); AGNES INDARWATI, Rila Ayu (Universitas Negeri Malang)

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